

# NO-BURN<sup>®</sup> TREATS *EXTREME MAKEOVER: HOME EDITION* HOUSE NEAR FLAGSTAFF, ARIZONA

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NO-BURN<sup>®</sup> has again treated a home for the hit ABC show, *Extreme Makeover: Home Edition*, this time outside of Flagstaff, Arizona. The house was for the parents and children of a US soldier killed in Iraq, Lori Piestewa. Her best friend, former POW Jessica Lynch wrote to the show and nominated the family for a makeover.

NO-BURN<sup>®</sup> dealers from California and Kansas flew to Flagstaff to participate in the makeover. On Thursday, April 14<sup>th</sup> they checked in and met Robb Pigg, from Shea Builders. They discussed the NO-BURN<sup>®</sup> products and process. Robb informed them that they weren't scheduled contractors and he would try to get them worked in and invited them to the 7am staff meeting. While waiting, the dealers inspected the wall panels and truss systems and developed a plan.



On Friday, April 15<sup>th</sup> they met with Robb at 6:30am and were told to wait until after the production meeting. They asked if they could help with anything else while they waited and were told they could help set up and clean the contractor's tents, keep the carpets swept and stock the soda and water.

The dealers met with Robb at 8:30am and discussed the treatment process again. At this point he had actually put NO-BURN<sup>®</sup> on the schedule to do the application. Robb seemed very excited and open to

the process and gave them a time line of 3 – 4 pm.

The NO-BURN<sup>®</sup> team went back to helping out in the construction tents, carrying soda, water, ice, emptying the trash, filling coolers and an array of other tasks. The workers in the tents who were assisting the subcontractors were all Shea employees, who were very impressed by the dealers' initiative and efforts to help instead of just sitting around and waiting. The Shea workers were interested in who they were, what they did and why they were there. Michele, one of the marketing personnel from Shea in Phoenix, wondered why Shea didn't put NO-BURN<sup>®</sup> in all of their houses and stated that it would be a great marketing tool. "We should put it in all our homes and market a complete subdivision as fire and mold resistive."

At noon on Friday, the dealers began spraying all the trusses and wall systems as they were unbanded to be placed. From 2 pm – 6 pm they were in hurry up and wait mode, so they helped out wherever needed. They were hard to miss with their lime green shirt sleeves sticking out of their EHM shirts, so they became known as the "fire guys". They handed out green shirts to EHM staff and Shea employees.

At around 6pm they began treating the inside of the house as the construction workers cleared out of the rooms. This meant in and out of the house multiple times and multiple times they ran into Robb, who would always smile when he saw them. He introduced the dealers to his counterparts, one being Bryan Binney VP of Operations, as the "fire guys". The dealers say that Shea was impressed with their patience, persistence, flexibility and most of all professionalism.

In the end, about 2/3 of the home was treated with NO-BURN® Wood Gard, and all of the carpeting, mostly in closets, was treated with NO-BURN® Fabric Fire Gard.

All deemed it a wonderful, beautiful experience.

